



Publishing Your Family History

By Robert Casey
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<http://www.rcasey.net/present>

Publishing Your Family History

- ◆ Desirable PC Hardware & Software
- ◆ How images are now handled
- ◆ Book Publishing Terminology
- ◆ Formats, Number Systems, Book Content
- ◆ Print-on-Demand Printing (direct print)
- ◆ Offset Press Printing (lithographic)
- ◆ Internet and CD-ROM Alternatives
- ◆ Additional documentation
- ◆ Sample Quotes & Specifications for Books

Desirable PC Hardware

- ◆ Processor speed, RAM, etc. not that important
- ◆ CD-R burner for submitting files to printers
- ◆ Large hard drive for lots of hi-resolution images
- ◆ 19 inch hi-resolution display to preview book
- ◆ 1,200 dpi laser printer for proofing helpful
- ◆ 1,200 dpi scanner for scanning images
- ◆ Digital camera (1,800 x 3,000 desirable)

Software to produce books

- ◆ Genealogy programs that produce Register Reports
- ◆ GEDCOM utilities and add-ons are available
- ◆ Word processing programs (MS Word, etc.)
- ◆ Desktop publishing (Quark, Ventura, In Design)
- ◆ Combination of the above
- ◆ Full version of Adobe Acrobat for printer submission
- ◆ Image manipulation software (with scanner)

How Images are now handled

- ◆ Images are usually submitted via Acrobat files
- ◆ Printers will scan images for extra charges
- ◆ Photographs – JPEG – 300 dpi – 8 bit (B & W)
- ◆ Line Art (legal) – TIFF – 1,200 dpi – 1 bit
(many will be better as 8 bit grayscale)
- ◆ Acrobat file for entire book (including images)
- ◆ Acrobat file for book cover & spine
- ◆ Acrobat setup varies between printers
- ◆ Some will accept WP files and image files

Book Publishing Terminology

- ◆ Perfect bind – Cut paper that is glued to card stock
- ◆ Library bound – Sewn between pages (1st 1/4 inch)
- ◆ Smyth sewn – large sheets, folded, cut & sewn
- ◆ Signature Size – pages printed on each sheet
- ◆ Case bound – Cloth over paper board, shellac finish
- ◆ Paper Opacity – Measurement of ability to see thru
- ◆ Offset Press – Plates used for printing (lithography)
- ◆ Acrobat File – Electronic version of book

Book Publishing Terminology

- ◆ Overs / Unders – Quantity delivered vs. ordered
- ◆ Roxite / Buckram – Cloth used for covers
- ◆ Coated Paper – High gloss paper used for covers
- ◆ pH Neutral Paper – Most paper is pH neutral
- ◆ Die – Metal object used for stamping cover & spine
- ◆ PMS Number – Standard Industry number for color
- ◆ Dropped Shipped – Shipped directly to customer

Formats & Styles

- ◆ Be consistent for look and feel of book
- ◆ Emulate a publication that looks good to you
- ◆ Register Format widely used (chronological)
- ◆ Henry Number format (by family line)
- ◆ Must include references and robust index
- ◆ 6 x 9, 7 x 10 and 8 ½ x 11 are common sizes
- ◆ Avoid too much white space & redundancy
- ◆ Allow for ample margins, 10 or 11 point text

Content of Book

- ◆ Preferably descendants of one ancestor
- ◆ Acceptable to include small sections on related lines
- ◆ Liberal use of photographs and some legal sources
- ◆ State clear objective of book in the Introduction
- ◆ Explain numbering system (new to many readers)
- ◆ Table of contents and pedigree charts are desirable
- ◆ Include biographical information when available
- ◆ Explain logic of major genealogical conclusions

Print On Demand

- ◆ Perfect for very short run family history books
- ◆ Unlimited images (no extra charges – just pages)
- ◆ Uses direct printing (high quality laser printers)
- ◆ Best alternative for 25 to 100 copies
- ◆ Perfect binding for covers (a few have hardback)
- ◆ Not good for 200 to 500 copies (flat charges)
- ◆ Hardback available for around \$10 extra per book
- ◆ Reprint new editions for very little premium

Print On Demand

- ◆ Submission of files is not the easiest (Acrobat)
- ◆ Terms & conditions confusing - new & changing
- ◆ Most want to resell books as well as print
- ◆ Uses cut sheet paper and perfect bound
- ◆ Many geared toward only to 8 ½ x 11 inch books
- ◆ Getting hardback – usually two vendors
- ◆ Hybrid printer and publisher issues
- ◆ Excellent price performer for 25 to 50 copies

Traditional Printers – Offset Press

- ◆ Will always be more expensive (under 1,000 copies)
- ◆ Will always be a higher quality publication
- ◆ 32 page signature – folded and sewn – durable
- ◆ Offset metal plates – slightly better photographs
- ◆ Geared toward 6 x 9 and 7 x 10
- ◆ More established – more reputable
- ◆ Metal die for stamping cover, end sheets, proofs
- ◆ Good for 200 to 1,000 copies

Internet Publication

- ◆ Can publish for free at many sites (can be removed)
- ◆ Free sites come with lots of ads and pop-ups
- ◆ Professional site - \$15 to \$25 per month
- ◆ Great for making information available – queries
- ◆ Poor for preservation (compared to books)
- ◆ Requires constant maintenance (corrections)
- ◆ Negative feedback trend (privacy / accuracy)
- ◆ Concept of Internet being public domain
- ◆ Time required for making pretty and navigation

CD-ROM Publication

- ◆ Easier than web site or paper book
- ◆ More cost-effective than books
- ◆ Not everyone has computers (but most do)
- ◆ Can hold unlimited text (6,000 pages no problem)
- ◆ CD-ROM can have 500 to 1,000 images (quality)
- ◆ 1,000 CD-ROMs with jackets only \$800 (650 MB)
- ◆ 1,000 DVD-ROMs with jackets only \$1,100 (4.7 GB)
- ◆ Acrobat files are good match for CD-ROMs
- ◆ High level navigation enhanced by special software

Preservation and Accessibility Issues

- ◆ Paper based book is best for preservation
- ◆ CD-ROMs will survive more than most suggest
- ◆ CD-ROMs preserve more source material over books
- ◆ Internet printouts will survive – poorest preservation
- ◆ Internet is king of accessibility (everyone uses it)
- ◆ Paper based books not that accessible (fewer made)
- ◆ Unit cost of CD-ROM very low – more copies available
- ◆ Web sites go away in only a few years
- ◆ Books go to landfills (but some survive 100 years)

More Information

- ◆ Print on Demand – www.bookmobile.com
- ◆ Offset Printer (Large) – www.sheridanbooks.com
- ◆ Offset Printer (Austin) – www.morganprinting.org
- ◆ CD-ROM Replicator – www.discmakers.com
- ◆ Professional web hosting – www.tierra.net
- ◆ More presentations – www.rcasey.net/present
- ◆ “How to Write and Publish Your Family Book”
www.genealogybookstore.com/publishing/howto.htm

Sample Quote – bookmobile.com

- ◆ 640 Pages – 6 x 9 format
- ◆ Perfect bound, direct print, unlimited images
- ◆ First 25 books, \$16 per book
- ◆ Next 175 books, \$11 per book
- ◆ Above 200 books, \$10 per book
- ◆ Shipping extra – estimated \$1.00 to \$1.50 per book
- ◆ Very good storage & distribution services
- ◆ Toll free order taking, credit cards accepted

Sample Quote – Sheridan Books

- ◆ 640 Pages – 6 x 9 format
- ◆ Case bound, offset press, unlimited images
- ◆ 32 page signatures, Smyth sewn
- ◆ First 100 books, \$35 per book
- ◆ Additional books per 100, \$4 per book
- ◆ Includes metal die for stamping cover & spine
- ◆ Includes proof copy (bound)
- ◆ Shipping extra – estimated \$1.00 per book
- ◆ Better paper, Ph neutral, high opacity, high PPI

Sample Specification – Offset Press

- ◆ Black ink throughout, no bleeds
- ◆ 50 # House White Opaque, 606 PPI, pH neutral
- ◆ 32 page signatures, Smyth sewn, metal die for cover
- ◆ Case bind – Roxite C cloth, regular color & finish
- ◆ 0.088 inch binder board, 80 # end sheets
- ◆ Rounded and Backed, headbands and footbands
- ◆ Stamp front cover & spine with foil (20 sq. inches)
- ◆ Bulk pack in single wall RSC cartons on pallets
- ◆ Proof copy for review, Acrobat files submitted

Acrobat Spec – Sheridan Books

- ◆ Use Type 1 fonts (more reliable than True Type)
- ◆ Must embed fonts in Acrobat file
- ◆ Use best PS Driver (download correct version)
- ◆ No usage of font attribute change in application
- ◆ Must use native page size to be printed
- ◆ All scans at 100 % in application (no cropping)
- ◆ Submit all source files (Acrobat, WP, images, fonts)
- ◆ Cover and spine lettering in separate files